

OCT 23/12 13.31
WFLA-TV

253

OCT23/12 13.31
***** WFLA-TV *****

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 4 | | | 700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW | 30 | | \$900.00 | 10/24 | 10/26 | 6 | | W-F | 6 |
| 5 | | | 900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2 | 30 | | \$1,040.00 | 10/29 | 10/30 | 4 | | M-TU | 4 |
| 6 | | | 900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2 | 30 | | \$1,040.00 | 10/24 | 10/26 | 6 | | W-F | 6 |
| 7 | | | 1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3 | 30 | | \$380.00 | 10/29 | 10/30 | 2 | | M-TU | 2 |
| 8 | | | 1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3 | 30 | | \$380.00 | 10/24 | 10/26 | 3 | | W-F | 3 |
| 9 | | | 100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES | 30 | | \$400.00 | 10/29 | 10/30 | 2 | | M-TU | 2 |
| 10 | | | 100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES | 30 | | \$400.00 | 10/24 | 10/26 | 3 | | W-F | 3 |
| 11 | | | 200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY | 30 | | \$250.00 | 10/29 | 10/30 | 2 | | M-TU | 2 |
| 12 | | | 200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY | 30 | | \$250.00 | 10/24 | 10/26 | 3 | | W-F | 3 |

REP HEADLINE# 6392286
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT23/12 13.31
 *** WFLA-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 13 | | | 300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS | 30 | | \$450.00 | 10/29 | 10/30 | 2 | | M-TU | 2 |
| 14 | | | 300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS | 30 | | \$450.00 | 10/24 | 10/26 | 3 | | W-F | 3 |
| 15 | | | 500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS | 30 | | \$900.00 | 10/29 | 10/30 | 2 | | M-TU | 2 |
| 16 | | | 500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS | 30 | | \$900.00 | 10/24 | 10/26 | 3 | | W-F | 3 |
| 17 | | | 530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS | 30 | | \$900.00 | 10/29 | 10/30 | 2 | | M-TU | 2 |
| 18 | | | 530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS | 30 | | \$900.00 | 10/24 | 10/26 | 3 | | W-F | 3 |
| 19 | | | 600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS | 30 | | \$2,250.00 | 10/29 | 10/30 | 4 | | M-TU | 4 |
| 20 | | | 600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS | 30 | | \$2,250.00 | 10/24 | 10/26 | 6 | | W-F | 6 |
| 21 | | | 700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS | 30 | | \$2,000.00 | 10/29 | 10/30 | 4 | | M-TU | 4 |

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|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 22 | | | 700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS | 30 | | \$2,000.00 | 10/24 | 10/26 | 6 | | W-F | 6 |
| 23 | | | 730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT | 30 | | \$2,000.00 | 10/29 | 10/30 | 2 | | M-TU | 2 |
| 24 | | | 730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT | 30 | | \$2,000.00 | 10/24 | 10/26 | 3 | | W-F | 3 |
| 25 | | | 1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS | 30 | | \$1,250.00 | 10/29 | 10/30 | 4 | | M-TU | 4 |
| 26 | | | 1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS | 30 | | \$1,250.00 | 10/24 | 10/26 | 6 | | W-F | 6 |
| 27 | | | 1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW | 30 | | \$650.00 | 10/29 | 10/30 | 2 | | M-TU | 2 |
| 28 | | | 1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW | 30 | | \$650.00 | 10/24 | 10/26 | 3 | | W-F | 3 |
| 29 | | | 900P-1000P PROGRAM : OFFICE/PARKS CON COM1: OFFICE/PARKS | 30 | | \$4,800.00 | 10/25 | 10/25 | 1 | | THU | 1 |
| 30 | | | 1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE | 30 | | \$7,500.00 | 10/26 | 10/26 | 2 | | FRI | 2 |

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|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 31 | | | 700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY | 30 | | \$500.00 | 10/27 | 10/27 | 2 | | SAT | 2 |
| 32 | | | 900A-1000A PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS | 30 | | \$300.00 | 10/27 | 10/27 | 2 | | SAT | 2 |
| 33 | | | 600P-630P PROGRAM : SAT 6P NEWS CON COM1: SAT 6P NEWS | 30 | | \$700.00 | 10/27 | 10/27 | 1 | | SAT | 1 |
| 34 | | | 700P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT | 30 | | \$650.00 | 10/27 | 10/27 | 1 | | SAT | 1 |
| 35 | | | 1100P-1130P PROGRAM : SAT 11P NEWS CON COM1: SAT 11P NEWS | 30 | | \$1,250.00 | 10/27 | 10/27 | 1 | | SAT | 1 |
| 36 | | | 800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY | 30 | | \$1,100.00 | 10/28 | 10/28 | 2 | | SUN | 2 |
| 37 | | | 900A-1000A PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS | 30 | | \$300.00 | 10/28 | 10/28 | 2 | | SUN | 2 |
| 38 | | | 1000A-1100A PROGRAM : MEET PRESS CON COM1: MEET PRESS | 30 | | \$5,000.00 | 10/28 | 10/28 | 1 | | SUN | 1 |
| 39 | | | 600P-630P PROGRAM : SUN 6P NEWS CON COM1: SUN 6P NEWS | 30 | | \$750.00 | 10/28 | 10/28 | 1 | | SUN | 1 |

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|--------------------------|-----|----|-------------|------|-----|------------|------------|----------|---------|-----------|-----------|-----------|
| 40 | | | 630P-700P | 30 | | \$5,000.00 | 10/28 | 10/28 | 1 | | SUN | 1 |
| PROGRAM : SUN 630P NEWS | | | | | | | | | | | | |
| CON COM1: SUN 630P NEWS | | | | | | | | | | | | |
| 41 | | | 1130P-1200M | 30 | | \$1,250.00 | 10/28 | 10/28 | 1 | | SUN | 1 |
| PROGRAM : SUN 1130P NEWS | | | | | | | | | | | | |
| CON COM1: SUN 1130P NEWS | | | | | | | | | | | | |
| OCT/12 | | | 109930.00 | | | NOV/12 | | | | | 47420.00 | |
| CONTRACT TOTAL | | | | | | | | | | | 157350.00 | |
| TOTAL SPOTS | | | | | | | | | | | 118 | |

MARKET TOTALS \$749,285 WFLA 21% WFTS 26% WTSP 21% WTVT 22% WTOG 1% WTTA 1% WMOR 1%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI
 DEMOS- RA35+*

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 815 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | | | | |
|--------------------|-------------------------------|--------------------------|-----------|--------------------|--------------------|
| Client: | Mitt Romney/ R/ President/ US | Submission Cost: | 157350 | Campaign Ref: | E:063922860 |
| Buyer: | US | Client/Product/Estimate: | . / .61 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 10/22/12 to 11/04/12 | Weeks: | 2 | Order Ref: | 06392286 |
| Est./PO Number: | 06392286 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | | | Business Category: | Transactional |

| | | | | | |
|--------------|----------------------|----------------|------|-------------|--------------------------|
| Product: | Romney For President | Booking Group: | WFLA | Key Market: | Tampa-St. Petersburg, FL |
| Demographic: | (L) Household | Order: | | | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/22 | 10/29 | Total | Cost |
|---------------------------------------|-----------------------------------|----------|------|-------------|--------------|-------|-------|------|
| 1 | M-F 6a News MT..... | 01 | 1450 | 30 Comme | Nbr of Spots | 4 | 4 | 5800 |
| 2 | M-F 6a News ..WTF.. | 01 | 1450 | 30 Comme | Nbr of Spots | 6 | 6 | 8700 |
| 3 | M-F 7a Today Show MT..... | 03 | 900 | 30 Comme | Nbr of Spots | 4 | 4 | 3600 |
| 4 | M-F 7a Today Show ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 6 | 6 | 5400 |
| 5 | M-F 9a Today Show II MT..... | 01 | 1040 | 30 Comme | Nbr of Spots | 4 | 4 | 4160 |
| 6 | M-F 9a Today Show II ..WTF.. | 01 | 1040 | 30 Comme | Nbr of Spots | 6 | 6 | 6240 |
| 7 | M-F 12p Today Show III MT..... | 01 | 380 | 30 Comme | Nbr of Spots | 2 | 2 | 760 |
| 8 | M-F 12p Today Show III ..WTF.. | 01 | 380 | 30 Comme | Nbr of Spots | 3 | 3 | 1140 |
| 9 | M-F 1p Days Of Our Lives | 03 | 400 | 30 Comme | Nbr of Spots | 2 | 2 | 800 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 78 | 40 | 118 | |

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|--------------------|-------------------------------|--------------------------|-----------|--------------------|--------------------|
| Client: | Mitt Romney/ R/ President/ US | Submission Cost: | 157350 | Campaign Ref: | E:063922860 |
| Buyer: | US | Client/Product/Estimate: | . / .61 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 10/22/12 to 11/04/12 | Weeks: | 2 | Order Ref: | 06392286 |
| Est./PO Number: | 06392286 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | | | Business Category: | Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/22 | 10/29 | Total | Cost |
|---------------------------------------|-------------------------------------|----------|------|-------------|--------------|-------|-------|------|
| 10 | M-F 1p Days Of Our Lives ..WTF.. | 03 | 400 | 30 Comme | Nbr of Spots | 3 | 3 | 1200 |
| 11 | M-F 2p Rachael Ray MT..... | 03 | 250 | 30 Comme | Nbr of Spots | 2 | 2 | 500 |
| 12 | M-F 2p Rachael Ray ..WTF.. | 03 | 250 | 30 Comme | Nbr of Spots | 3 | 3 | 750 |
| 13 | M-F 3p Doctors MT..... | 03 | 450 | 30 Comme | Nbr of Spots | 2 | 2 | 900 |
| 14 | M-F 3p Doctors ..WTF.. | 03 | 450 | 30 Comme | Nbr of Spots | 3 | 3 | 1350 |
| 15 | M-F 5p News MT..... | 03 | 900 | 30 Comme | Nbr of Spots | 2 | 2 | 1800 |
| 16 | M-F 5p News ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 3 | 3 | 2700 |
| 17 | M-F 530p News MT..... | 03 | 900 | 30 Comme | Nbr of Spots | 2 | 2 | 1800 |
| 18 | M-F 530p News ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 3 | 3 | 2700 |
| 19 | M-F 6p News MT..... | 01 | 2250 | 30 Comme | Nbr of Spots | 4 | 4 | 9000 |
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| Est./PO Number: | 06392286 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | | | Business Category: | Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/22 | 10/29 | Total | Cost |
|--|--|----------|------|-------------|--------------|-------|-------|-------|
| 20 | M-F 6p News ..WTF.. | 01 | 2250 | 30 Comme | Nbr of Spots | 6 | 6 | 13500 |
| 21 | M-F 7p News MT..... | 01 | 2000 | 30 Comme | Nbr of Spots | 4 | 4 | 8000 |
| 22 | M-F 7p News ..WTF.. | 01 | 2000 | 30 Comme | Nbr of Spots | 6 | 6 | 12000 |
| 23 | M-F 730p Entertainment Tonight MT..... | 01 | 2000 | 30 Comme | Nbr of Spots | 2 | 2 | 4000 |
| 24 | M-F 730p Entertainment Tonight ..WTF.. | 01 | 2000 | 30 Comme | Nbr of Spots | 3 | 3 | 6000 |
| 25 | M-Su 11p News MT..... | 03 | 1250 | 30 Comme | Nbr of Spots | 4 | 4 | 5000 |
| 26 | M-Su 11p News ..WTF.. | 03 | 1250 | 30 Comme | Nbr of Spots | 6 | 6 | 7500 |
| 27 | M-F 1135p ET / 1035p CT Tonight Show MT..... | 03 | 650 | 30 Comme | Nbr of Spots | 2 | 2 | 1300 |
| 28 | M-F 1135p ET / 1035p CT Tonight Show ..WTF.. | 03 | 650 | 30 Comme | Nbr of Spots | 3 | 3 | 1950 |
| 29 | Thu 9-10p ET / 8-9p CT Office / Parks & Recreation | 02 | 4800 | 30 | Nbr of Spots | 1 | 1 | 4800 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 78 | 40 | 118 | |

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| Est./PO Number: | 06392286 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | | | Business Category: | Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/22 | 10/29 | Total | Cost |
|---------------------------------------|---|----------|------|-------------|--------------|-------|-------|-------|
| 30 | Fri 10p ET / 9p CT Dateline NBC FridayF.. | 01 | 7500 | 30 Comme | Nbr of Spots | 2 | 2 | 15000 |
| 31 | Sat 7a Today ShowS. | 03 | 500 | 30 Comme | Nbr of Spots | 2 | 2 | 1000 |
| 32 | Sat 9a NewsS. | 03 | 300 | 30 Comme | Nbr of Spots | 2 | 2 | 600 |
| 33 | Sat 6p NewsS. | 03 | 700 | 30 Comme | Nbr of Spots | 1 | 1 | 700 |
| 34 | Sat 7p Entertainment TonightS. | 03 | 650 | 30 Comme | Nbr of Spots | 1 | 1 | 650 |
| 35 | M-Su 11p NewsS. | 03 | 1250 | 30 Comme | Nbr of Spots | 1 | 1 | 1250 |
| 36 | Sun 8a Today ShowS. | 01 | 1100 | 30 Comme | Nbr of Spots | 2 | 2 | 2200 |
| 37 | Sun 9a NewsS. | 03 | 300 | 30 Comme | Nbr of Spots | 2 | 2 | 600 |
| 38 | Sun 10a Meet The PressS. | 01 | 5000 | 30 Comme | Nbr of Spots | 1 | 1 | 5000 |
| 39 | Sun 6p NewsS. | 03 | 750 | 30 Comme | Nbr of Spots | 1 | 1 | 750 |
| | Sun 630p ET / 530p CT NBC Nightly | | | | | | | |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 78 | 40 | 118 | |

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Submission Number 815 Issue 1



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| Buyer: US | Client/Product/Estimate: . / /61 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/22/12 to 11/04/12 | Weeks: 2 | Order Ref: 06392286 |
| Est./PO Number: 06392286 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/22 | 10/29 | Total | Cost |
|---------------------------------------|-----------------------------------|----------|------|-------------|--------------|-------|-------|------|
| 40 | NewsS | 01 | 5000 | 30 Comme | Nbr of Spots | 1 | 1 | 5000 |
| 41 | M-Su Late News Late RunS | 03 | 1250 | 30 Comme | Nbr of Spots | 1 | 1 | 1250 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 78 | 40 | 118 | |

| Grand Totals | | | | Month 10 Weeks: 4 | Month 11 Weeks: 4 |
|--------------|--|--|--|-------------------|-------------------|
| | | | | 10/22 | 10/29 |
| Spots | | | | 78 | 40 |
| Cost | | | | 109930 | 47420 |

| | | |
|---------------|--------------|------------|
| Grand Totals: | Spots: | 118 |
| | Gross Total: | 157,350.00 |
| | Commission: | 23,602.50 |
| | Net Total: | 133,747.50 |